



Office of Internal Audit Monthly Internal Control Tip

Ensure that your area, agency, or department takes steps to reduce social media risk.

Social media sites, such as Facebook and Twitter, have become essential tools for keeping citizens informed and collecting feedback from citizens. Many Louisville Metro Government departments and agencies, including but not limited to Public Works, LMPD, and Human Resources (My Metro), have Facebook pages. Social media usage entails risks that may affect employees both personally and professionally. Users operating sites for Louisville Metro Government need to take additional precautions to ensure compliance with applicable laws and regulations. In addition to adhering to the [Louisville Metro Government Social Media Policy](#), below are 5 ways to reduce risk when using social media:

Ways to reduce Risk

1. Include the entire team when determining if utilizing social media is an effective and efficient means of distributing information related to the agency or department.
2. Develop policies and procedures specific to your agency or department to guide administration of your social media site. The objective is to clearly define roles, responsibilities, and acceptable content for your social media site.
3. Monitor comments and postings on the site. Ensure that the message(s) on the site are relevant and informative regarding your department or agency. Remove offensive or irrelevant posts and comments. Also, keep in mind that anything you post could be subject to record retention, privacy, and security laws and regulations
4. Only maintain a presence on social media sites that are beneficial to the accomplishment of your agency or department mission. It is not necessary to have a presence on every social site. Additionally, employees should not use their personal account when posting in their official Metro capacity.
5. Ensure all employees are aware of departmental policies and procedures as well as the [Louisville Metro Government Social Media Policy](#).

Note: Ways to reduce risk were obtained from the Social Media Risks and Rewards report produced by the Financial Executives Research Foundation, Inc.

This tip is brought to you by the Office of Internal Audit. Previous Monthly Internal Control Tips can be found on the Office of Internal Audit's webpage, located [here](#).

